

Objectives of 1949

The New Year will be a successful and prosperous year for Edmonton only insofar as Edmonton people plan for it.

A city has to have a natural background of advantages, of course, and Edmonton has that background, richly fertile soil, geographic location, scenic beauty, immense mineral resources.

But all these things have to be fitted in together. The best possible use must be made of them. And the civic growth that is derived from them must be orderly and controlled and planned.

That is why the gifts of 1949 will be gifts that Edmonton people manufacture for themselves.

The year 1949 can be the record year in Edmonton's history if Edmonton people begin to realize what they have and begin to plan what they should do and just how they will do it.

In other words, the important thing at this moment is not the achievement of 1948 but the objective of 1949.

What does Edmonton want next year and how does she propose to get it?

The future of any city with the magnificent opportunities of Edmonton is so crowded with important things to do that urgent objectives fairly jostle one another.

Almost every phase of Edmonton's development is a challenge to imagination and enterprise.

But, difficult as it is to sort out the pressing civic objectives into an order of priority, it must be recognized that the projected civic survey comes very close to the top.

A man must have good tools with which to do a decent job.

And administrative efficiency, modern methods, vigor of purpose and a clear idea of what is required are the tools with which a metropolitan Edmonton can be built.

All these things can be secured by a comprehensive civic survey which means the application of wide professional experience and knowledge to the immediate and long-range problems of this community.

At the prolonged and vigorous insistence of The Edmonton Bulletin, the 1948 council agreed unanimously with the principle of a civic survey.

But that was four months ago. And Edmonton is still waiting for the appropriation of the survey to be translated into fact.

That is what makes the delay which should be no later than the first month of the New Year, almost every detail of civic progress must make time.

Edmonton's admirable streets and sidewalks, Edmonton's power and water distribution problems, the city's garbage disposal problem all wait for adequate and final solution on this professional outside survey of Edmonton's needs and methods.

Town planning is tied up intimately with the foregoing details. And a complete town planning survey is almost as necessary as a survey of administrative methods.

Something, at least, must be done to

establish professional town planning on a reputable and respected basis in this city.

For far too long the commendable efforts of the Town Planning Commission to give a reasonable and thoughtful service in this regard have been treated with scant courtesy and sometimes with contempt by city officials.

Until town planning is accepted as an integral and essential part of orderly civic growth, there can be no development of a useful and beautiful city.

To a very large extent, also, the provision of adequate hotel space in Edmonton depends upon a definite and authoritative planning scheme.

It is going to be exceedingly difficult to attract hotel capital to this city if there is going to be a dispute over location every time a new hotel is projected here.

And hotel space is desperately needed.

Every form of pressure must be exerted on the Canadian National Railways to enlarge their Edmonton terminal extension to 400 or even 600 extra feet.

Even at that, other hotels are needed.

To properly serve the tourist and transient trade, Edmonton requires between 2,000 and 2,500 more hotel room rights at this very moment.

All these considerations vitally concerning the city administration.

But there are other objectives for 1949 which should engage the fullest attention of all Edmonton people.

It is of the utmost importance, for instance, that Trans-Canada Airlines provide a direct main line service between Edmonton and Vancouver at the earliest possible moment.

This is the chief city of the province. It is the terminus for all northern business.

It is absurd and intolerable that Edmonton and northern passengers should be left cooling their heels in southern junctions while they are served only by shuttle lines.

The early completion of the Trans-Canada Highway through the Yellowhead route is another project of immediate and intimate interest to Edmonton people.

Whatever sinister forces are operating against the development of this route, every organization in Edmonton should devote itself to promoting a full consciousness of its importance.

All these objectives for 1949 can be secured only through the vitalizing force of an interested and demanding public opinion.

To the focusing and sharpening of that public opinion The Edmonton Bulletin proposes to devote its efforts.

During the past year The Bulletin has not been idle. It is proud to have played some small part in securing council approval of the civic survey, improvements to the Arena, the proposed extensions to the Municipal hospital and a mail service to the Grierson Estate.

During the coming year this newspaper will continue to recognize the fact that its future and its fortunes are inextricably linked with the future and fortunes of Edmonton.

BRIDGE

By Webster

Jack Scott

I SUGGEST THAT WHO-EVER IS DUMMY AT MIDNIGHT STAND UP AND SING A COUPLE OF LINES OF AULD LANG SYNE, NO SENSE INTERRUPTING THE GAME

GOOD IDEA-AND, IF THERE'S TIME, A BREF WISH FOR A HAPPY NEW YEAR



NEW YEAR'S EVE

12-31 (Copyright, 1948, The Associated Press)

Letters to the Editor

Jealous Old Man

Editor, Bulletin—Shame on you being such a "sour puss." You editorial "Too Much Barbara Ann," revealed you as a jealous old man.

No one has brought greater distinction to Calgary and glory to her health, ability and real womanhood.

You who could hardly navigate across famous Jasper avenue yet in a wheel chair have the temerity to say of the queen of the fishing lakes, "Too much Barbara Ann."

Shame on you. As a pensioner you should give a column at least to her health, ability and real womanhood.

DUNCAN P. CAMERON, Vancouver, B.C.

Wants No Rivalry

Editor, Bulletin—I heartily approve of your "letter to the editor." I feel they can improve conditions in any city or town. However I have been thoroughly disgusted with several letters of controversy between Calgary and Edmonton.

My husband is in the armed forces, consequently we have been obliged to make our home in many cities across Canada. Calgary is long a part of my life and city both in people and conditions but it takes a prejudice and narrow-minded person to live in any city for a period of a year and not have one close friend. I could refer to the 1940-41 year, but I prefer to write this as unprejudiced as possible.

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Edmonton is my home and I believe that we should all try and make the best of matter where we live. It takes every resident, man, woman and child to make city what it is, therefore, how can we condemn the city with-out also condemning ourselves?

No town is without its merits and faults. It's up to each of us to contribute towards the merits. I am not without many faults myself, however, I have found many good and true friends in every city and town in which I have made my home. Any person sincerely wishing to be a friend can have friends no matter where they may be.

Needless to say it was a great thrill to have the Stampede football team see glory but to see many other former Calgary fans is an even greater thrill. I have heard the magnificent praises from Edmonton. After all, after our home town why not support our home province? I'm sure all sports-minded Canadians are good at this. Let's all be their home province team.

"Edmonton Flyers" with the Allan cup last year. As long as a few people continue to make the most of the situation after the war, I believe that the peace for which I strive will be achieved.

How about a few letters encouraging friendship between our cities and their officers to replace this invidious rivalry?

ALICE R. SUMMERS, 814 1/2 St. Albert, Edmonton.

Widg. R. Hailwood, Westminster, Canada.

Doctrine Of Trifity

Editor, Bulletin—I would like to make a few comments regarding the article "Trifity" recently referred to in your paper. I am sure that you are referring to the Lord God, not to the Trinity, as you are talking about the Trinity.

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Sweden Neutral

But Budget For Defence Is High

SCOTT

"Sweden looks like a model country. It has out for an exhibition at a fair-model hospitals here, model schools here, playgrounds built by the government, model houses placed with precision, model centralization in planning country towns. In no time at all, the model begins to look real. It is the shape of things to come if the world should ever so well instead of wrong."—From the notes of a recent visit.

I spent a pleasant hour yesterday with Malfru Larsson, editor of the Swedish Press, who recently returned from Sweden where he had a quick glimpse of the Swedish Press, who recently returned from Sweden where he had a quick glimpse of the Swedish Press, who recently returned from Sweden where he had a quick glimpse of the Swedish Press.

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The Council of the Federation of Labor ("Folksamorganisationer") and strikes are almost unknown. While the Council is making the strike to its affiliate union that agree to discontinue strikes. It is a new trend which has been noted. Inflation, proving that there is no real control. There's no unemployment.

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100 Doctors Swamped With Patients

From the British Medical Journal

No one expected that such a large number of doctors would be in a way that would please everybody. It is a fact that all those upon whom the main burden of the work falls, the medical men and women of this country. The situation is still too confused to give anything like a clear picture of what is happening, but perhaps the most noteworthy fact is the enormous work which the public has sought to take advantage of a service which, in effect, guarantees the supply of direct contact with the doctor from wigs up iron lungs.

There has been an overwhelming demand for spectacles and dentures, and a run on the chemists in fact at times. It is not possible to exhaust the supply of certain pharmaceutical products. Presumably in time the novelty will wear off and the demand for such things as spectacles will decrease as the numbers of those apparently needing them diminish. The strain upon the medical profession, especially those in general practice.

Emergency comes in from all over the country that doctors' cars are crowded out, and the doctors themselves display a certain hesitancy to take on this heavy pressure of work. It is at times difficult for them to give their patients the care and attention, if the demand for the doctor's services continues at the present level, it is not unlikely that the number of an epidemic in the winter life. The general practitioner in particular will receive little attention.

This fact that there has been this huge demand for remedies, appliances, and medical service has led to the belief that the economic condition of all health care is moving away from seeking assistance before they find it, although

the Minister of Health himself has felt obliged to urge the public to use their services with discretion. It would seem that the idea of getting something apparently "free" has led to a large number of the medical men and women of this country. The situation is still too confused to give anything like a clear picture of what is happening, but perhaps the most noteworthy fact is the enormous work which the public has sought to take advantage of a service which, in effect, guarantees the supply of direct contact with the doctor from wigs up iron lungs.

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the service and are especially apprehensive about their economic position. It is not unlikely that the idea of getting something apparently "free" has led to a large number of the medical men and women of this country. The situation is still too confused to give anything like a clear picture of what is happening, but perhaps the most noteworthy fact is the enormous work which the public has sought to take advantage of a service which, in effect, guarantees the supply of direct contact with the doctor from wigs up iron lungs.

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By Dick Jackson
Edmonton Bulletin Ottawa Bureau
OTTAWA, Dec. 31.—The "poor relation" in the Dominion Government's big family of 63 departments, boards and bureaus when it comes to office accommodation, the Unemployment Insurance Commission has a \$25,000,000 building program planned for 34 cities.

Like all such big-scale public works projects, this one was supposed to have been hush-hush until formally announced by the government, but the Commission accidentally "leaked" out of the secret by printing in its annual report a line drawing of an architect's conception of its "new office building at Pembroke."

With this picture as a lever, it wasn't too difficult to pry the details out of the embarrassed Commission.

A Johnson-comb-lately branch of government, the Commission in the

and city offices, will be at Montreal, Toronto, Hamilton, Ottawa and Edmonton, and will run about \$1,250,000 each.

Although costing less, the Commission's offices in the smaller centres will be no shanties.

The picture in the Commission's annual report of a new office planned for Pembroke, shows a handsome steel and stone building which has all the appearance of a plot-sized, but still elegant Bank of Canada.

\$5,000,000 ADDED
 The \$25,000,000 estimate of the 1949 building program was struck last year, and since then, rising construction costs have added another \$5,000,000 to the total.

In giving the Commission the green light to blue-print the project, the government said it would be undertaken only on an "if and when" basis to take up any future employment slack.

But hard-pressed for office accommodation just about everywhere it does business across Canada, the Commission hopes to take the project rolling sooner, and already has broken the ice with actual construction currently under way of its new building in Vancouver.

When wrecking crews begin tearing down the Aymer Building next spring in Ottawa—a Town Planner Jacques Greber and his associates say they will have a nice clean job.

The Aymer and two other government office buildings will be pulled down to clear the way for approaches to the new Rideau Canal bridge.



"If Only..."
 He has to work—he has no time to spare for his old age! But you can provide against the time when you would like to ease up, by buying a **CANADIAN GOVERNMENT ANNUITY**—your fixed protection for your future.

- A low-cost Canadian Government Annuity guarantees you as much as \$1200 a year for life.
- No medical Examination is required.
- Your Annuity cannot be seized under any law. You cannot lose your money even if your payments fall into arrears.
- Anyone, from 5 to 85, is eligible.

Canadian Government ANNUITIES
 Provide for Old Age
 Consult: District Annuities Representative
 605 McLeod Bldg., Edmonton, Phone 2282
 OR
 Mail This Coupon Today POSTAGE FREE

Annuities Branch,
 Department of Labour, Ottawa.
 Please send me COMPLETE INFORMATION about Canadian Government Annuities.
 NAME _____ (PRINT CLEARLY)
 ADDRESS _____

DISTRICT NEWS IN BRIEF

District Approves Hospital Contract

VEGREVILLE, Dec. 31.—An agreement has just been reached between the trustees of the Vegreville Municipal Hospital District and the Sisters of Charity whereby a new contract will come into effect on the first of the month for the hospitalization of ratepayers of the district at the Vegreville General Hospital.

The new agreement provides for the payment by the district of \$3 per day for each public ward patient. A further \$1 per day will be payable directly by the patient and the government will contribute 70c.

Discontinuance of the old contract was necessitated by the steadily rising cost of food, medicines and other materials.

The hospital is operated by a staff of 65 nurses, technicians and other employees and the management considers it necessary to provide for salary increases in some departments in order to retain the services of trained personnel.

Although the annual cost to the district will be considerably higher than heretofore, it is estimated by the trustees that the tax rate for hospital purposes will not exceed 3 mills which will rank as one of the lowest in the entire province.

The hospital is a 100-bed institution.

Loverna Legion Branch Active

ESTHER, Dec. 31.—The Canadian Legion (Loverna branch) donated the sum of \$200 toward the "Parade for Britain fund."

This sum was allocated from this year's share of the poppy sales campaign fund. Added to the executive were E. Person of Esther and W. Barnett of Hoster. The branch, under Archdeacon W. Person, held Christmas Day services at the Anglican Church.

M. Benson of Esther, who is member of the Special Area Advisory committee, attended the annual meeting of the Special Area Division in Hanna. The Special Area (Hanna) for the Asst. Men's Division was officially opened Dec. 8, Jan. 8.

GUESS SANTA IS TO BLAME

TRICHIU, Dec. 31.—Barbara Evans, seven years old, sustained a broken arm on Christmas Day. She had tried out the new skates Santa had brought and was walking the block and a half to her home without realizing she was skating when she fell, breaking her arm.

Sunday School Sponsors Pageant

BERWYN, Dec. 31.—United church was the setting for the recent Christmas Pageant put on by the Sunday School. The narrator was Doug Cottrell and the script was read by Allan Sorenson. The prayers were said by Joan Lingard.

The choir was composed of the senior members of the school and the kindergarten class acted as candle bearers and gave a colorful climax to the story.

Following the service refreshments were served to the children and congregation in the church hall. Presents were given to the children from under the lighted tree.

Fallis Nominates Trustee Candidate

FALLIS, Dec. 31.—George Mann was nominated here for divisional trustee for Stony Plain School Division upon resignation of H. L. Wilkie. Election is scheduled for January 12.

Woodward's
 WISH THEIR MANY CUSTOMERS
NEW YEAR GREETINGS
 May HEALTH HAPPINESS and PROSPERITY Be Yours During 1949

"Dear, it's time you knew about Paradox"

Wise Mothers advise their daughters to take Paradox, and thus save needless suffering due to periodic pains. Scientifically compounded from 4 ingredients, Paradox helps relieve pain quickly with no disagreeable after-effects. Excellent for headaches, too. The name "Dr. Chase's Paradox" is your assurance.

DR. CHASE'S PARADOX
 Quick Relief from Pain

1949

Happy New Year
 TO ALL OF YOU from **KNOWLEDGE**

Alberta Brewers' Agents Limited
 REPRESENTING
 BIG HORN BREWING CO. LTD.
 CALGARY BREWING & MALTING CO. LTD.
 SICKS' EDMONTON BREWERY LTD.
 SICKS' LETHBRIDGE BREWERY LTD.
 NORTH-WEST BREWING CO. LTD.

10156 Jasper Ave. Jewellery Edmonton

TODAY'S MESSAGE

New Year's Day

It is customary at New Year's to draw up "good resolutions" as possible. Making a whole string of resolutions is as bad as making none at all. If we concentrate on what is really important, we shall have a better chance of making good on our pledges.

Resolutions should be clear, definite, and specific. Merely to say we will be better or more charitable is too vague. Better to promise we will go to church more often, that we will pray more fervently. If we think we should be more generous toward those in need, select a person or a cause and begin at once giving practical and regular proof of our interest.

The chief motive in making good resolutions should be to draw closer to God. If we are sincere in our resolves and try honestly to live up to them, we shall assuredly be better individuals next January.

It should not be forgotten that if we keep one good resolution, we will make it easier to formulate and keep others as the year goes by. A well-kept resolution may be the beginning of a nobler spiritual life.

Consider, for example, the man who has become too fond of liquor and decides he will give up drinking altogether. In fighting and eventually overcoming his weakness, he begins to see life in new perspectives. Having accomplished one moral victory, he is ready for others. So he asks himself, how about giving a little time to the church, to helping good causes? How about going out of my way to assist needy neighbors? Very often, the overcoming of an old vice leads to acquiring a whole group of new virtues.

In making good resolutions we set out to fight the weakest parts of ourselves. Few of us are proud of our sins or faults. We may, however, tend to overlook or to minimize their seriousness. That is why the formulation of good resolutions is so important. For all we know, the salvation of mankind is as may depend on how well we stick to the pledges we make to ourselves and to God at this time.

COME TO CHURCH THIS SUNDAY

Salvation Meetings Set

The regular New Year's Eve Watchnight Service will be held in the Salvation Army at 10:30 p.m., commencing at 11 o'clock with the Lord's Supper.

Rev. J. Major and Mrs. Ivan Hal.

On New Year's Sunday Major and Mrs. David Hal, social service of films for Calgary and district, will conduct meetings at 11 a.m. and 7:30 p.m.

Major and Mrs. Hal are well known in Edmonton, having been the corps officers at the Citadel nearly 20 years ago. During the war years they were in charge of the Army's war service work in Edmonton.

During the afternoon the Citadel Songster Brigade will perform at the Saskatchewan hall to present a program. Major Hal will be the speaker at these events.

The young people's meetings will hold at the regular times of 10:30 and 7:30 p.m.

CANTERBURY, — (CP) — Ninety-five and all other dramatic presentation in Church must be authorized by Rev. Dr. Geoffrey P. H. Archbishop of Canterbury, in his Diocese. Notes: "Working the play to elaborate or simple. It is essential that in quality and religious effect it should be good, no adds.

Lutheran

CENTRAL LUTHERAN CHURCH

1004 Avenue, 9th Street, Jasper

Rev. Theodore W. Macleod, Pastor

1002 9th Street, Telephone 2400

Sunday, January 2

10:00 a.m.—Sunday School and Bible Class

10:15 a.m.—Evangelical Lutheran Hour (CFRN)

10:30 a.m.—Morning Worship

9:30 p.m.—Children's Church (CKUA)

7:30 p.m.—Evening Service with Communion

8:00 p.m.—Wednesday—Mid-Week Service

Grace Lutheran Church

101st Street, South of Jasper

Rev. C. L. Klewer, Pastor

11:00 a.m.—Worship Service

7:30 p.m.—Vesper Service

"Church of the Lutheran Hour"

ANSARG LUTHERAN

101st Street, 10th Avenue

Rev. T. Overgaard, Pastor

11:00 a.m.—English Service

10:00 a.m.—Sunday School

1:00 p.m.—Danish Service

CENTRAL CHURCH OF CHRIST

101st Street, 10th Avenue

Rev. J. L. Lindell, Pastor

11:00 a.m.—"Our Strength"

7:30 p.m.—"Forgiveness Vespers"

RICHMOND PARK LUTHERAN CHURCH

9th Street and 10th Avenue

Rev. H. C. Tremblay, Pastor

10:00 a.m.—Sunday School

11:00 a.m.—Divine Worship

A Cordial Welcome to All

AUGUSTANA LUTHERAN CHURCH

901 - 10th Street

Rev. J. A. Lindell, Pastor

11:00 a.m.—English Service

1:00 p.m.—Danish Service

8:00 p.m.—Wednesday, 8 p.m. Vespers

WELCOMES

Churches of City Join Prayer Week

United Services Arranged Throughout Edmonton

Edmonton churches will

hold joint services in various

parts of the city. The Week of Prayer begins on Sunday

the Edmonton General Ministerial Association announces that

arrangements have been made to hold the following prayer services

at 8:30 p.m.

Monday — Norwegian United Church, Rev. I. M. Watt, Water-

front United Church, Rev. John Kel-

Monday — Salvation Army, No. 5 Corps, Rev. R. H. Hinchey, High-

land United Church

Wednesday — Delton Baptist Church, Capt. C. Fray, Central

Church of Christ, Rev. W. Hollings-

worth, D.D.; First Baptist Church, Rev. Thomas Murphy, D.D.; All

Saints Cathedral, Holy Trinity Church, Rev. Gerald Rogers, High-

land United Church, Christ Church, Rev. T. J. Jackson

Thursday — Centennial United Church, Rev. G. W. Wilson

Friday — St. Paul's Anglican Church, Rev. G. W. Wilson

Monday — Calder Nazarene Church, Rev. R. S. Pauls

The effect received at these meetings will be in previous years

of the St. Paul's Anglican Church of Churches and Organized Missions.

It has been over 100 years ago that the

Anglican (Episcopal)

A.L. SAINTS CATHEDRAL

1001 10th Street

Rev. A. M. Tremblay, D.D.

The Rev. H. W. Bucher, B.A.

8:30 a.m.—Holy Communion

11:00 a.m.—Sunday School

Malins and Sermon

(Broadcast over CICA)

7:30 p.m.—

Evening and Sermon

Vernon Barford Organist and Choirmaster

Christ Church

102 Street and 102nd Avenue

Rev. R. E. O'Connell, B.A., L.T.S.

8:00 a.m.—Holy Communion

11:00 a.m.—

Anglican Communion

The Forgiven Father

Play: "The Lord's Prayer"

Rev. H. W. Bucher, B.A., L.T.S.

8:30 a.m.—Holy Communion

11:00 a.m.—

Anglican Communion

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The Forgiven Father

Play: "The Lord's Prayer"



TO ATTEND ROYAL CANADIAN MOUNTED POLICE BALL

HAPPY NEW YEAR will be ushered in by Mrs. J. C. Bowen, centre, wife of the Lieutenant Governor of the province of Alberta, and her daughters, Mrs. Francis Neal, left, and Mrs. Ruth Bowen,

at the delightful formal ball sponsored each year by the mounties. This is the gala affair of the New Year festivities, where the beautiful colors of the dress uniforms form brilliant backgrounds for the frothy feminine gowns of the women.

WOMEN of TODAY

☆☆☆

Dolores Kimball
Editor



TO RECEIVE AT THE NAVY BALL

NAVAL OFFICERS, their wives and friends will welcome the New Year in and make the Old Year out at a formal ball in the drill room of H.M.C.S. Nonsuch New Year's Eve, Mrs. L. Moor, wife of the officer commanding the ship, will receive the guests. Each year the drill hall is draped with flags, representative of every country.

Photos By
ERIC BLAND
Staff Photographer



TO RECEIVE OFFICERS' WIVES AT SHERRY PARTY

OFFICERS' WIVES, usually left to their own devices New Year's Day while their husbands are making the official round of calls, will gather for a sherry party

this year in the Soldiers' Club, south of the Prince of Wales Armoury. Mrs. W. T. Crumb, wife of the commanding officer of the Royal Canadian Regiment, will receive with other officers' wives from 2 to 3 p.m.



PLANNING NEW YEAR'S EVE FUN AT THE BADMINTON CLUB

WEEKS BEFORE THE PARTY, the girls get together to discuss plans, frocks, and what-not . . . all in the convenience of arranging to attend the semi-formal cabaret style party at the

Badminton Club New Year's Eve, Mrs. L. H. McManus, left, Mrs. J. H. Hildreth and Mrs. J. F. Hattersley are looking forward to the annual affair. Mr. Hattersley is in charge of arrangements and is assisted by these three.

Trams, Margarine Present Problems

By Rex Thrift

Today I have a very sad roundelay of complaints. Chief among them is the threat of a bomb in tram fares. It's hard enough trying to dig up a quarter sometimes to buy tickets... with the new ruling we'd have to buy them in at least five lots.

It's an ugly vicious circle when the increase in fares is blamed on the high cost of living... and at the same time is contributing to a still higher living rate.

BRIDGE

Squeeze Play Here Wins Needed Trick

I know that every American, and especially every card player, joins me in wishing Earl Edwards a happy and prosperous New Year. His Saturday night "Truth or Consequences" program has been on the air since 1940, and Earl probably has raised more money for charities than any other individual. The March of Dimes and the American Heart Association, each receiving more than \$1,000,000 through his efforts.

♠ 10 8 6	♥ 10 8 6	♦ 10 8 6	♣ 10 8 6
♠ 9 7 5	♥ 9 7 5	♦ 9 7 5	♣ 9 7 5
♠ 4 3 2	♥ 4 3 2	♦ 4 3 2	♣ 4 3 2
♠ A K Q J	♥ A K Q J	♦ A K Q J	♣ A K Q J

When you have a very strong suit, you can often win a trick by squeezing the opponent's hand. In this case, the declarer can win a trick by squeezing the defender's hand.

Ralph does a grand job of squeezing dimes and dollars for charity causes. Just as the dealer in today's hand squeezed his opponents for a trick he needed to make his contract.

When West's opening lead of the king of diamonds led the king of diamonds, East trumped with the three of spades and declared overtrumped.

Now South went into a huddle. He realized that West could not have doubled on the ace, king and queen of diamonds alone, and the only other missing card to justify the double was the king of hearts. Therefore, knowing that it would be wasted energy to try the heart finesse, South cashed all his spades.

West led a heart on the third round, but on the last spade he had to choose between letting go the eight of hearts, thus blanking his king, or discarding the five of clubs. He decided to let the eight of hearts go. Declarer then cashed the ace of clubs, went over to dummy and cashed two more clubs. Now he led a heart, went right up with the ace and caught West's king. The queen of hearts was good for the game-going trick.

Our Wish For You in the BEST of Everything in 1949 Silhouette Beauty Salon 10832 124th St. Ph. 55231

Dry Goods, Blankets, Linens, Cost Less at ARMY & NAVY 10832 124th St. Ph. 55231

For CLEANING That Will SATISFY Ph. 21485 FOR PICK-UP AND DELIVERY MODERN CLEANERS Country Mail Orders Given Prompt Attention 10500 JASPER AVENUE, EDMONTON

Wedding Portraits - THAT DO HONOR TO THE OCCASION by McDermid Studios Ltd. FOR YOUR APPOINTMENT PHONE 25444



DOROTHY DIX SAYS—

Married Couples Have Conflicting Theories

DEAR MISS DIX—I have a problem on which I would like to get your help and advice. It is about my wife who feels herself neglected because I do not take days off from my business to spend with her and the children.

She feels that she is ill used because I am on my job early and late, while some other men only spend an hour or two a day at their offices. I started out as a poor boy and have worked my way up to being in a key position with the firm by which I am employed, but while I get a good salary there are still incidents to her taken care of where a little extra money comes in handy, and to cope with this situation I often work overtime. This prevents my wife very much and she insists that I give up my extra sources of revenue in order to spend more time at home with her and the children.

I have heard of cases where wives complained of their husbands refusing to work to get ahead. My trouble is in the exact opposite. My wife wants me to spend my time loafing instead of working. What shall I do?

BETWILKED HUSBAND. ANSWER: The question of how much time a man should give to entertaining his wife is one of the problems to which there is no definite answer, because husbands and wives look at it from such a different standpoint.

WHY GROW OLD

Topknot Beauty Needs General Good Health

By Josephine Lowman

We think of hair as an appendage, which of course it is, but the most important part of your hair is below the surface of your skin. Here rests the little bulb at the end of each follicle and through this bulb your hair receives its nourishment.

This nourishment must come from your blood stream. If that is depleted in vital elements your hair cannot be lovely. Therefore, diet and general health play an important part in looking beautiful and then increase the blood supply through scalp massage.

Many women who cannot afford to go to a beauty salon for this massage pass it up because the arms and fingers become so very tired when trying to do it themselves.

The following position will be more restful. Sit in front of your dressing table. Place your elbows on the table and put your head in your hands. Spread your fingers over your scalp. Massage the scalp by using a rotary motion with your fingers. Keep your fingers in place and make your scalp move. After a while, place your fingers over a different spot and continue changing position until the entire head has been covered.

Many business women and overworked housewives have extremely oily scalps when they are overworked or tired or nervous, tension is created in the muscles of the scalp, this interferes with the normal function of the glands which supply the hair follicles. The little oil ducts work overtime and all overflows onto the surface of the scalp.

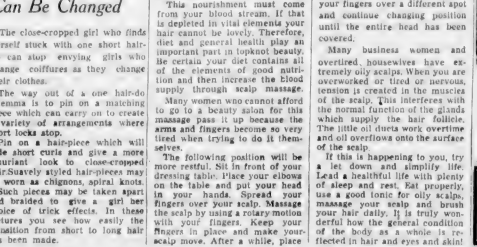
If this is happening to you, try a let down and simplify life. Lead a beautiful life with plenty of sleep and rest. Eat properly, use a good tonic for oily scalp, massage your scalp and brush your hair daily. It is truly wonderful how the general condition of the body at a while it is reflected in hair and eyes and skin!

Patterns By Anne Adams Keep up with the times! Sew these new latest Curved seams give you that new look and skirt interest, make your waistline positively divine. Easy too! Pattern 4910: sizes 12, 14, 16, 18, 20, 40. Size 16 takes 3½ yds. 39-in. ½ yd. 35-in. contrast. This pattern, easy to use, simple to sew, is tested for fit. Has complete illustrated instructions. Send twenty-five cents (25c) in coin (stamps cannot be accepted) for this pattern. Print plainly state name, address, style number. Send your order to The Edmonton Bulletin, Pattern Department, 60 Front Street, W., Toronto, 1, Can. Out. Please allow a week or 10 days for delivery.

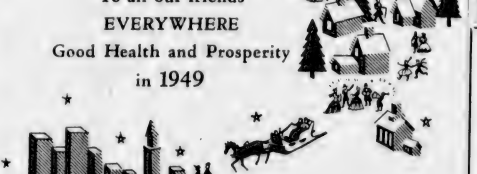
Close-Cropped Hair Can Be Changed

The close-cropped girl who finds herself stuck with one short hair can now enjoy girls who change their clothes. The way out of a close-cropped dilemma is to pin on a matching piece which can carry on to create a variety of arrangements where short locks adapt.

Pin on a hairpiece which will hide short curls and give a more luxurious look to close-cropped hair. Stately styled hair-pieces may be worn as clip-ons, spiral knots. Such pieces may be taken apart and braided to give a girl a chic effect of trick effects. In these pictures you see how easily the transition from short to long hair has been made.



To all our friends EVERYWHERE Good Health and Prosperity in 1949



Household Arts By Alice Brooks Three little beauties, each done in a jiffy. They provide a perfect background for lamps, vases, plates. Nine-inch dollies, so easy you can make one a day. Pattern 7234; consult directions for these. Our improved pattern — with easy-to-use charts and photos and complete directions — makes needlework easy. Send twenty-five cents in coin for this pattern (stamps cannot be accepted) to The Edmonton Bulletin, Household Arts Dept., 60 Front Street, W., Toronto, 1, Can. Please allow a week or 10 days for delivery.

Dairy Pool MILK

There Is None Better Phone 28104 or Ask the Driver

Wm. McGie OPTOMETRIST 10291 102 St. Phone 25431

Edmonton Driving School Ltd. Learn to drive on Dual-Engine Traffic Cars Office at Hamilton-Walker Co. 10319 101 St. Ph. 26043

Perfect Cleaners Ladies - Gents - Children's Wearing Apparel. PHONE 74669 - 829 112 AVE. FREE PICK UP AND DELIVERY

PODERSKY'S FOR FURNITURE 10405 104th St. 10422 104th St. Phone 35026 Complete Home Furnishers

Male Cooks Supreme At Least in Contest

EDMONTON, N.S. (AP) — The annual contest of the male cooks of the city is under way. The contest is open to all male cooks who are not usually present in the kitchen. The contest is held at the city hall and the winner will receive a prize of \$100. The contest is held on Friday, Dec. 31, 1948.

SOCIETY BRAND CANADA FINEST CLOTHES HART BROS. LTD. 1400 Ave. at 9th St. 5001

H.B. BLANKETS All Wool \$2 Family Outfitting Co. 10114 101 St. Ph. 26011

Men's Ladies' Children's Clothing At Low as Dry Goods 99¢ PER YD. 10114 101 St. Ph. 26011

Most Popular at Edmonton Weddings

"Dainty Maid" WEDDING CAKES Made to order on short notice by Master Bakers

The DAINTY CAKE BAKERY

HAPPY New Year TO ALL! May 1949 bring a full measure of HEALTH and PROSPERITY!

From the MARKET STALL HOLDERS CITY MARKET

GREETINGS for the NEW YEAR

from the Management and Staff of CAPITOL CLEANERS and Laundry Limited 9886 80th STREET Phone 24888 - 22508

Happy New Year

And, in order that our many friends, we pledge ourselves to serve you better during this New Year than we ever have before.

W. W. ARCADE LIMITED EDMONTON'S LARGEST HARDWARE Cor. 97th St. and Jasper W. W. SALES BLDG.

Happy New Year Festivities For Scores of Edmontonians

Brilliant assemblage of "Mountie" uniforms will blend with the glamorous shades of women's evening gowns at one of the most colorful of New Year's Eve balls when officers and members of the division of the Royal Canadian Mounted Police entertain in the RCMP barracks gymnasium.

Hon. H. H. Giv, J. C. Bowen and Mrs. Bowen will attend the affair. In the party will be Mrs. Ruth Bowen, Mr. and Mrs. Francis Neal and Major and Mrs. C. V. Daere.

Colored lights will play in a revolving belt of small mirrors in the centre of the room which will reflect the red and silver tinsel foil decorating the walls. Official crest of the force will be spotlighted at one end of the ballroom.

A band box with red, white and blue swags and decorated with red musical notes will house Nora Pacey and his orchestra who will play for dancing.

Complimentary picture will be long tables in the refreshment room decorated colorfully with bouquets of variegated flowers and lighted tapers.

The dance is held with the kind permission of Col. A. T. Belcher, officer commanding the division. Col. and Mrs. Belcher will receive the 450 guests.

Lieutenant-Governor Plans Annual Levee

Annual levee New Year's Day will be held by His Honor Lt.-Gov. J. C. Bowen at the Legislative building from 3:30 to 5:00 p.m. Assisting in receiving the callers will be Premier Ernest Manning.

Aides-de-camp will be Wing-Comdr. D. R. Jacobs, Maj. T. S. A. Sub-Edmond, Lt.-Col. C. H. Pender and Maj. C. V. Daere, secretary and aide to the lieutenant-governor.

Army, Airforce Officers Herald New Year

Officers of Western Command headquarters (Army), and North West Air Command, HCAF, will hold a gala New Year's Eve ball in the Junior Officers' Club, Northwest Air Command.

Invitations have been extended to leading Edmonton citizens, as well as military personnel, and among those who will be in attendance are: J. W. Trotter, and Mrs. Trotter, and Col. A. T. Belcher and Mrs. Belcher.

Brown and gold theme will be used in the decorations, and these colors will be represented in the chrysanthemum, the flower arrangement. New Year's novelties, paper hats, noisemakers, and whistles will add a seasonal touch.

HCAF band will play for dancing, which will commence at 10 o'clock. Buffet supper will be served during the evening.

Receiving the 150 couples who are expected to attend will be Wing-Comdr. J. Turner, president of the HCAF Committee. Other members of the committee are Lt.-Col. M. H. Day, Capt. J. W. Cameron, Major C. H. Christmas, Capt. H. Saunders, Maj. J. P. O'Sullivan and T. J. (Sgt.) J. Cleary.

Formal Ball at Nonsuch For Navy

The Navy will mark the New Year with a formal ball to be held in the drill hall of HMCS Nonsuch.

Lt. Cmdr. L. Hoar and Mrs. Hoar, Lt. Cmdr. George Manning and Mrs. Manning will receive the 240 guests planning to attend.

Novel and colorful decorations will convert the drill hall to a ballroom and (also) representative of all nations will be on display.

Supper will be served at the stroke of midnight.

N. Cameron is in charge of arrangements.

Cabaret Party at Badminton Club

Edmonton Badminton Club members and their friends will herald the New Year at a cabaret style semi-formal party in the club house New Year's Eve.

Stage club crests and holiday streamers will transform the club to a suitable party setting.

Supper will be served to the 200 guests planning to attend the party.

Battery is in charge of arrangements. Assisting him are Mr. and Mrs. L. H. McLennan, Mr. and Mrs. J. R. Biddell and Mrs. Battery.

Gay Decorations For Masonic Festivity

Greilian pillars flanking the stage at the Masonic Temple will form an attractive setting for the orchestra when members of the club entertain at their annual New Year's ball.

Silver bells and poinsettias alternating around the walls, and arched at sparkling silver chandeliers, multi-colored Christmas balls and colorful streamers cascading from the chandeliers will complete the decorations.

Guests will be entertained by a variety of musical acts, and paper hats will add a typical holiday touch.

New Year's party.

Approximately 300 members and their guests will attend, and dancing will start from 11:45 until 1 a.m. Supper will be served at 10:30.

In addition to the usual souvenirs, each lady will receive a delightful individual favor.

J. W. Veit is in charge of arrangements. He is being assisted by Fred Whitfield, P. G. Henson, J. S. Parker, C. W. Johnson, Jim Hoville, D. Clark, W. J. Brundage, Fredrick, G. A. Tupper, J. L. Little, David Little, and A. B. Soutter.

Civil Service To Pipe In Happy New Year

Piping the New Year in for members of the Civil Service Association and their guests will be Pipe Major Alex Smart of Edmonton Boys' Pipe Band.

The first servant will entertain at a gala affair at the drill hall on the University of Alberta campus and the traditional "pipelike" will be part of the evening's entertainment. More than 500 couples will be in attendance.

Invited guests include Dr. and Mrs. Robert Newton, Dr. and Mrs. Walter Johns, Alfred Hart, president of the association, and Mrs. Peck, cabinet ministers and their wives.

Joe Hanson and his pipe orchestra will provide the music and the hall will be made festive with colored balloons and colored paper decorating the tables.

Miss Viola Koshare for branch two, and Mr. MacLean for branch 32, are in charge of arrangements. They are assisted by Mrs. Stephens, D. C. Thompson, Jack Griffith, Ralph Crouch, Robert Patterson, Art Frey, Gary Mackay, Jack Thompson, Emil Seidel, Trevor Hughes, E. Dywede, Irene Wainwright, Alice Wainwright, Eleanor Albert and Marion Tye.

Old Year To Be Danced Out At YMCA

Auld Lang Syne will be sung by more than 300 Edmontonians who will celebrate at a dance in the west hall of the YMCA.

George White and his orchestra will play for dancing. There will be paper novelties and prizes for spot dances.

Supper will be served in the main gymnasium which has been dotted with small tables and decorated in a Christmas theme for the occasion. Christmas lights will shine in west hall where flowers and Christmas trees and balloons provide a festive atmosphere.

Patrons for the evening are Mr. and Mrs. Harold Fackler, Mr. and Mrs. Maxwell C. Dewar, and Mr. and Mrs. Clark Brady.

Society Night Club in charge of arrangements, assisted by Armour Ball. Committee includes Mr. and Mrs. Richard Ball, Kay Clarke, Kay Chaloner, James Richards and Don Cochrane.

Skating Club Juniors Plan Formal Party

Members of Edmonton's youngest set will herald the coming of 1949 at a formal party in the lounge of the Glenora Skating Club.

In attendance will be about 50 people, members of the Glenora Skating Club and their friends.

In addition to colorful Christmas decorations, there will be paper hats and noisemakers to add to the gaiety. Buffet supper will be served during intermission.

Looking after arrangements for the party are Diana Keltie, Jolly Smart, John Dwyer and Lorna Walker.

Optimists Look to New Year With Gaiety

Striking of 10 o'clock on New Year's Eve will be the signal for festivity to start for members of the Edmonton Optimist Club, and their guests.

Dancing to the music of a four-piece orchestra will continue until 2:30 a.m. and a turkey dinner will be served buffet style continuously throughout the evening.

Lounge of the Education Building will be the scene of the annual semi-formal affair. In charge of arrangements are H. J. Carwell and Fred Chalmers.

Officers' At Home New Year's Day

Commanding officer and officers of the 15th Armored Cavalry Regiment will be at home at Cowan's Army New Year's Day and have issued invitations for the occasion.

Macdonald Hotel a Favorite for Frolic

Crowded Christmas calendar at the Macdonald hotel will be continued tonight at the annual formal supper dance. Christmas wreaths and lights will be used throughout the main dining room, where approximately 600 people will dance in the New Year to the music of Frank McCreary's orchestra.

SOCIAL and PERSONAL



AT A QUIET CEREMONY on Thursday, Helma Margaret English, daughter of S. R. English, of New Westminster, became the bride of Major Gerald B. Shragge, son of Mrs. A. Shragge, of Los Angeles, Calif. Beige suit with burgundy accessories, and orchid corsage was chosen by the bride, who was attended by Mrs. W. R. Stuart. Best man was Dr. W. R. Stuart. They are honeymooning in Vancouver and Los Angeles.

Baker-James Christmas Pledges Badminton Club Members to Hold Tea In Honor of India Team Sunday P.M.

Christmas decorations and lighted tapers decorated McDonald Baptist church early this week when Katharine Mottie James and Joseph Lyle Baker were united in marriage by Rev. Stewart Trice.

The bride is the daughter of Mr. and Mrs. S. T. James of Laval, and the bridegroom is the son of Henry Baker of Sedgewick and the late Mrs. Baker.

The bride chose a grey wool suit for her wedding. It was complemented with brown accessories and a shoulder corsage of pink carnations, roses and white button chrysanthemums. She was matching pearl necklace and earrings, a gift of the bridegroom.

Miss Margaret James was her sister's bridesmaid. She was in grey gardenia with matching accessories and corsage of pink carnations.

Harry Baker was best man and ushers were Charles James and Russell Baker.

Grimwood played the wedding music.

Miss James wore a black crepe afternoon model with head trim and a corsage of pink carnations.

At a reception for 35 guests at the Cottage Tea Room, Harold James of Vegreville proposed the toast to his sister.

Bouquets of chrysanthemums decorated the bride's table, which was centered with a tiered wedding cake. The couple will spend a honeymoon at Vancouver and will take up residence at Jasper.

NAVY VISITORS in Edmonton are Mr. and Mrs. S. M. Tisdale of Vancouver. They are guests of their son and daughter-in-law, Mr. and Mrs. P. Thibault and will be here for another week.

HOLIDAY VISITORS in Edmonton are Mr. and Mrs. G. L. Blackie at the coast.

Girl Hockey Player Listed With Team

WINNIPEG (CP)—Andrea McLaughlin claims to be the only girl in North America registered with a boys' hockey team. Andrea, 15, appeared at the skating club Christmas celebration here. She is a forward on the Cheyenne, Wyo., high school boys' hockey team.

MORTON'S

TO OUR Many Friends and Customers
A HAPPY NEW YEAR
From the Management and Staff of
STYLE DRESS SHOPPE
Dresses and Gowns
10239 101st Street
(Just North of the Royal George Hotel)

Happy New Year

TO OUR Many Friends and Customers

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Happy New Year Everyone!

Best Wishes for 1949

THOMPSON & DYNES

The Women's Specialty Shop

A HAPPY NEW YEAR TO ALL!

Whomever you think of furniture, remember we have in stock throughout the year, one of the finest selections in Western Canada.

Ours is not a seasonal stock! It's here for your selection the year round.

Henry Graham & Reid

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A HEARTY HAPPY NEW YEAR

From the Management and Staff of

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Calendar
CALGARY VISITORS in Edmonton for the holiday weekend at the party will include Mr. and Mrs. W. Haley and their two children. They are guests at the Corona Hotel.

● The BEST since before the war

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MIKE'S Agency

Opposite Capitol Theatre

The MANAGEMENT and STAFF at "EDMONTON'S SMART STORE" Wish You a

Happy New Year

1949!

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Bad Manners, Improper Dress Of Teen Boys Riles the Gals

By Helen Poulos

Question: What are little boys made of?
Answer: Snuggs and snails.
And puppy dog tails . . . or so the saying goes.
Now do you know what my subject for this week is?
Yep, you guessed it right . . . BOYS! And a good subject
at that.

Wondering around teens on a Friday or Saturday night can prove to be very interesting, especially if you are asking questions on "What do you think of boys, and what do you find their faults to be?"

Believe it or not most of the answers referred to boys and their manners mostly had to do with . . .

For instance, most boys are a girl in dance, thinking he is doing her a great honor. Then when the dance is over the poor girl is left standing in the middle of the dance floor, while he has walked away with a mere "See ya around," or something similar.

IT'S GRUESOME
Sounds gruesome and it is . . . especially for the embarrassed girl who would like to see her back to the same place he got her and then say thank you! It is not pleasant to be the center of attention in such cases. This also refers to boys asking a girl to dance and then stands there with her after dancing one number without asking her for the next dance or saying thank you. (Which usually means that he isn't going to have the girl dance with her.) The girl doesn't know just what to do whether to leave or to stay with him.

You bet, they'll do these things without asking anyone to dance and when it's time to go home, who is it that does all the complaining about not having a good time. Certainly not the girls. It never fails but there is a certain group of who go to dances, for the sole purpose of meeting their pals, or to just let a howl be heard. Nice sports the girls care at their good looks, clothes for ordinary things.

And on the other hand, a boy can look very smart in a sporty jacket and pants with sports shoes, but when it comes to a girl, he is a sight to see. He is right, wear the proper things at the proper occasions. If you are attending something special wear a suit, dress-shirt and tie. (I have seen a group of boys who go to dances, for the sole purpose of meeting their pals, or to just let a howl be heard. Nice sports the girls care at their good looks, clothes for ordinary things.)

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Saskatoon Student Heads CCUB Body
OTTAWA, Dec. 31 (AP)—Claude Ellis of Saskatoon, University of Saskatchewan student, president of the CCUB (Canadian Council of University Bodies) at the closing session of the first annual convention of the CCUB in Ottawa.

Comedian Carson Hurt During Act
CINCINNATI, Dec. 31 (AP)—Comedian Jack Carson, formerly of Carson, Men, and Dogs, who was described as a broken-down vessel in his left arm last night while going through his "rough and tumble" act at the Albee theatre.

Dr. William Hiddle, who diagnosed the injury, said he had advised Carson to submit to surgery but that the comedian declined.



EDMONTON TEENS, more than 500 strong, attended the first annual "Holly Hop" held at the Trocadero ballroom Tuesday evening December 28. Among young dance aspirants in attendance was this happy foursome, from left, Bob Wright, Shirley Misera, Betty Davison, and Maurice Gauthier. The affair was acclaimed one of the most successful of its kind staged by teens during the year. — Photo by Trocadero

Teen Page Crew Among Missing for Some Time

By W. E. Korte

The Editorial Staff of the Bulletin's Saturday Page For Teens might have taken "a lost worse or sumpin'."

Maybe they, like myself, are too full of all those Yuletide goodies—turkey, tins, candies and what not.

At any rate, they are all tardy and delinquent with our expectations. I know why editors turn grey and don't live so long.

Suddenly I'm at the Bulletin's "Holly Hop" and I see the Editorial Staff of the Bulletin's Saturday Page For Teens missing for some time.

Good time. Certainly not the girls. It never fails but there is a certain group of who go to dances, for the sole purpose of meeting their pals, or to just let a howl be heard. Nice sports the girls care at their good looks, clothes for ordinary things.

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Amid the rollicking noises and bustling excitement of New Year's Eve celebrations . . . let us pause and remember that we owe it to ourselves and our neighbors . . . in the interests of a better New Year and other New Years to come . . . to assume the responsibilities of greater effort for more abundant living . . . greater brotherhood for lasting, universal peace.

National Home Furnishers Co Ltd
1035 JASPER AVE. EDMONTON



WHO'S WHO IN TEENS

By Betty Davison

Male Hearts Flutter

By JOYCE BROHMAN

Have you heard that the editor is snuggly at his heels as if he's a fly?

Here he, here he, anyhow! Next week'll be different, and besides this is Christmas week—most thrills, isn't it a fact? Hee hee!

Which one of you folks are looking for a "new gal" that's loads of fun, at all? Come closer, because she is fifteen-years-old and Betty Mae Davison—the answer to your heart's desire. As, and I would be a bit surprised if she has soft blue eyes, a smile, and sharp hair.

Right, Betty! She makes me hearts flutter.

While shifting into second gear we find her a keystone member of the Ravens Teen-Section, attending Year 11. Gets the old "it" for honors, too, and a lot more in the future, all your child.

Betty went "swoony" for more than a year, and who hasn't more this year, some next? She had a wonderful time, but variety definitely appeals to her, so no on your toes, does.

Now this is strictly outrageous, but she used to go to U.S.A. teens. For the last year has been a steady supporter of South Side Teens.

And here's one last thing girls who "swoon" it up a lot may as well alter their birth certificates.

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THE BANK OF NOVA SCOTIA

Announces

that a Branch of the Bank will be opened about mid February

AT THORHILD, ALBERTA

to provide a full time Banking Service to the residents of that district.

BETTY DAVISON

... She got "it"

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Receives Galaxy of Gifts!

Stage Is Set For 1949 Stork Derby

Edmonton Merchants Donate
Long List Of Baby Prizes

Mr. Stork is a "busy bird" every day of the year—and this year he's busier than ever these days as he endeavors to speed up last minute deliveries, as the year's end draws near, and get away to a flying start with his first arrivals for the New Year.

New Year babies, it seems, get special attention, for as has been the custom in years gone by, the first baby to arrive in the "New Year's Annual Baby Derby" receives many valuable gifts donated by Edmonton merchants.

A list of these items will be found elsewhere on these pages.

ONLY AN HOUR

In the past few years, winners of

YOUR BABY AND MINE

Pretty Children Rate Too Much Attention

By Myrtle Meyer Eldred

The beautiful child always arouses admiring comment. As a people we are sensitive to physical beauty and we respond to it with compliments.

The mother of such a child has a real problem to prevent the child becoming vain and show-offish of her beauty. "I realize," writes Mrs. H. A. J., "that I've seen children do attract attention; but our little girl is beginning to notice what people are saying to her. One time I was stopped no less than fifteen times in a department store by people making admiring remarks about her curly blond hair and large, dark blue eyes. What can I say to offset the influence of these remarks?"

"The second problem has to do with money. I let her carry her own small purse when we go shopping. Almost every time we go out a stranger has come up to her and given her a penny or a nickel to put in her purse. When I say something they say, 'But Mother, this is for HER purse.' I don't like to have her get into the habit of



—Photo by House Studio

Frances Mary Johnson, seven months old, daughter of Mr. and Mrs. W. Christensen, of Suite 12, Mortlake Block.

accepting money from strangers. Will you help us?"

It is true that adults love small children and tend to make admiring comments about them. You can explain to her that this is true and that all children when they act nicely get attention from grownups. This tends to put the emphasis upon her behavior rather than her appearance.

Also, you may illustrate by your own treatment of other children that this is so. Say nice things to them other people say to her, fitting your remarks to their good points.

By all means be gracious and thank the stranger who professes money but explain that if you let her accept it she would be using her small purse as a beggar's cap and would expect everyone to give her something.

Just as it is advisable for a child to bring home food given him by strangers, so it is wiser to hurt some good person's feelings, temporarily, than to develop in a child the belief that it is all right to take money from strangers.

Our little No. 28 "Allowances for Children" may be had by sending a stamped, self-addressed envelope with your request to Myrtle Meyer Eldred in care of this newspaper.

after the New Year was ushered in and last year Lillian Noreen Munroe, daughter of Mr. and Mrs. P. E. Munroe, 1000 125 street, was first to make her debut.

MISERICORDIA LEADS

Stunts at the various hospitals take pride in announcing the first-born in the New Year. In the past 10 years, the Misericordia hospital has recorded six first arrivals to head the parade.

This year, all the babies born on New Year's Day will be given a special gift through the courtesy of an Edmonton firm and one of the largest list of gifts ever recorded will be doled out in the first arrivals.

The 1949 Baby Derby promises to be close.

Calgarian Named

Air Vice Marshal K. St. Gertrude, air officer commanding North West Air Command, today announced appointment of Sgt. Ldr. William Albert Moskay-Brown, of Calgary as the commanding officer of the newly formed 401 HCAP Auxiliary Squadron, Calgary.

Rally Is Set For New Year

Youth for Christ in Edmonton will mark another year of victory on New Year's day. Remembering the occasion they have planned a rally that will mark the passing away of the old year and the opening of opportunities for the future in the great field of service that is offered to all Christians in spreading the gospel of salvation.

Premier Manning will bring a message timed for the youth of Edmonton. The Jean Brothers' male quartet from the Prairie Hills Institute at Three Hills will be there to sing. Also a local women's trio, Rev. C. A. Sawtell will lead the rally in a sing song. The First Presbyterian Church on 100 street south of Jasper avenue has opened its doors to accommodate those who will attend.

WELCOME

to the
First Baby
In 1949!



We take
great
pleasure
in
presenting
the
following
Prizes:

- For the first Baby—A \$10.95 Baby Crib
- For the 2nd Baby—A \$3.00 Gift Certificate
- For the 3rd Baby—A \$2.00 Gift Certificate

There Is Everything for Baby at

JACK and JILL

"The Department Store for Little People"

10128 Jasper Avenue

Phone 27280



Why All the Rush?

That's easy... they don't want to miss out on all the nice prizes and especially the prize being presented by Knowles Jewellery.

OUR GIFT TO THE MOTHER OF THE FIRST BABY BORN IN EDMONTON

"GOLD FILLED LOCKET"

KNOWLES JEWELLERY

10156 Jasper Ave.

Phone 21457



A Gift of
HEINZ BABY FOODS
is on the way
to get the new arrival
off to a good start

Welcome

and best wishes

for the long life

and happiness

of the first

Edmonton baby

of 1949



Heinz Baby Foods

ALL Of Edmonton's New Year's Day Babies Are Lucky:

To each of the first three babies born in Edmonton on New Year's Day we will present:

- A Lovely Pure Wool Satin Bound Crib Blanket
- and to each of the others—A BEAUTIFUL KNITTED JACKET

From
BRICKER'S
Everything For Children
1128 Jasper Ave. Ph. 8107

The First Baby...



...and
Mother and
Dad...
WILL HAVE A
FREE TAXI
PROVIDED
for the ride home
anywhere in the city

by
**JACK
HAYS
TAXI**
10056-101 St.
Ph. 22111

ANNOUNCE BABY'S ARRIVAL in THE BULLETIN



and receive
these two

GIFTS

1. A Beautiful Baby Book-
let from The Edmonton
Bulletin.

2. Baby's First Pair of
Books, Compliments of
Walk - Rite, Edmonton's
Smart Store.

GOODNESS!

Look at What the NORTHERN
Is Giving My Mom!



To the Mother of the First Baby
of 1949

We give...

A WEAREVER DOUBLE BOILER

NORTHERN HARDWARE CO.
21012-21013
101 STREET
EDMONTON

TO ALL BABIES BORN IN 1949



We wish happy, ro-
bust health, and so
we provide wholesome,
fresh E.C.D. MILK to
build strong, sturdy
bodies.

TO THE
WINNER!

To

Edmonton's

1st Baby

We Present

\$3

In Cash



EDMONTON
CITY
DAIRY
CO.

Happy New Year

JUST AS IN THE PAST YEARS
WE WANT TO WISH YOU AGAIN
CONTINUED JOY AND
GOOD HEALTH FOR
YOU AND YOUR DEAR ONES

Army & Navy Veterans

10029 Jasper Avenue

Phone 24353

HAPPY NEW YEAR

WE EXPRESS OUR HAPPY
NEW YEAR TO YOU ALOUD
JUST ONCE A YEAR . . .

BUT OUR BEST WISHES ARE WITH
YOU ALWAYS

O. A. BROWN
EDMONTON STOCKYARDS

Phone 71124

Our Most Sincere Wishes

to all our patrons and friends
for the

Happiest of New Years

The Management and Staff of

IRVING KLINE & SONS LTD.

6017 Jasper Ave.

Phones 25864 - 25865

A VERY HAPPY
and
PROSPEROUS
NEW YEAR
To You All

KINGSWAY LUMBER
COMPANY

Kingsway and 101 Street

Phone 24310

We Thank You All

for your good patronage during the past year and hope
that we will merit your confidence and
good will during the coming year.

A HAPPY
NEW YEAR

TO OUR FRIENDS AND PATRONS

The Management and Staff

BURROWS MOTORS
LIMITED

DODGE and DeSOTO DEALERS

50124 106 STREET

PHONE 28317

"A RELIABLE PLACE TO BUY"

Best Wishes

for a

Happy
New Year

Mrs. James Jones

Stalls 3 and 4, City Fish Market

Phone 22831

Best Wishes

TO ALL OUR FRIENDS
AND PATRONS

FOR A REAL

Prosperous
and Happy
New Year

Mandarin
Cafe

9503 Jasper Ave. Phone 22815

OUR WISH FOR
EVERYONE

IS THAT 1949

WILL BE

A HAPPY
AND
PROSPEROUS
YEAR

YORK HOTEL
AND
COFFEE SHOP

10401 96 Street

Phone 25263

Wishing All Our Friends and Patrons

A HAPPY AND
PROSPEROUS
NEW YEAR

Molstad & Company Limited

Real Estate and Insurance
402 EMPIRE BLDG. PH. 21494 - 22002

BEST WISHES

TO ONE AND ALL

WE EXTEND OUR WISHES FOR
UNBOUNDED HAPPINESS ALL
THROUGH THE NEW YEAR

SELKIRK & YALE HOTELS

JASPER PLACE
HARDWARE

Extends to Each and
Everyone

A VERY HAPPY
and
PROSPEROUS
NEW YEAR

14816 Stony Plain Road
Phone 53687

BEST WISHES

To All Our Friends and
Customers for a

VERY HAPPY
NEW YEAR

— I —

MODERN
TAILORS
MEN'S SHOP

9127 Jasper Ave. Phone 24684

SINCERE
WISHES

FOR A

Happy
New Year

— I —

GRAND
HOTEL

10306 101 Street

Phone 24196

The Management
and Staff
OF

SOAPONE
PRODUCTS

EXTEND A

Happy and
Prosperous
New Year
To All

12735 64 Street Phone 71708

It is our hearty wish that
our many friends and
patrons may have

A VERY
HAPPY
NEW YEAR

— I —

From the Management and
Staff of the
INTERNATIONAL
HOTEL

10334 90 Street Phone 21274

Bulletin
Want Ads
for Best
RESULTS!

FOR HEALTH... SKI FOR PLEASURE



Hardwood Round Dome Track Skis

Glide into the New Year and
in the New Year on Smooth
Skis from EATON'S

Regularly \$9.73

These selected hand finished maple skis are priced to suit
any budget and designed for the greater enjoyment and
greater skill of the ski hobbyist. Finished in medium walnut
tone and fitted with Track senior harness and metal treads. Lengths about 6',
6 1/4', 6 1/2', 6 3/4' and 7' PAIR

\$7.95

EATON'S Sporting Goods, Lower Floor, South

At EATON'S Monday

9:30 a.m. to 5:30 p.m.

To Call EATON'S Dial 9-1-2

EATON'S Suggests Packable, Adaptable, Ingenious

That Fold Up
Like an Umbrella

Put one on, take it off,
shake it out . . . and it
folds itself, umbrella
like, into a small pack-
able column. Now
being made in Canada
from the design of
Maria Guy of Paris
and London, this
wear-it-many-ways
beret is a "must" for
nearly every travel
wardrobe. Adjustable
head size, rayon ben-
galine in black, brown,
navy, grey, pink, cof-
fee, beige, red, aqua,
dark green and white.
Or combinations of
black, or navy with
pink, beige and brown,
navy and white, black
and aqua. EACH

\$4.95

EATON'S Millinery,
Second Floor, West

"Miracle Berets"



Fashion-Wise Fabrics

Canadian * Celanese Rayon Fabrics



Now that Christmas and New Year's are over, you'll be
settling back into the normal everyday type of life . . . and
for women it's back to cooking, cleaning, shopping and
sewing.

Celanese

You'll have lots of time now to make
those new dresses you wanted, so shop
Monday at EATON'S from a grand
selection of Celanese rayon materials.
Mannequin and Suedella crepes in
plain weaves . . . blue, black, navy, grey, green and
brown . . . taffetas in rose, green, blue, grey, pink
and ivory. Approx. 38" Taffetas, YARD.

\$1.00 and \$1.39

Crepes, YARD.

\$1.29 and \$1.49

*Reg. Can. Pat. Off.

EATON'S Yard Goods,
Main Floor, North

Patterns available:
Butterick, McCall,
Simplicity, Vogue
(by special order)



Shop in The Notion Department

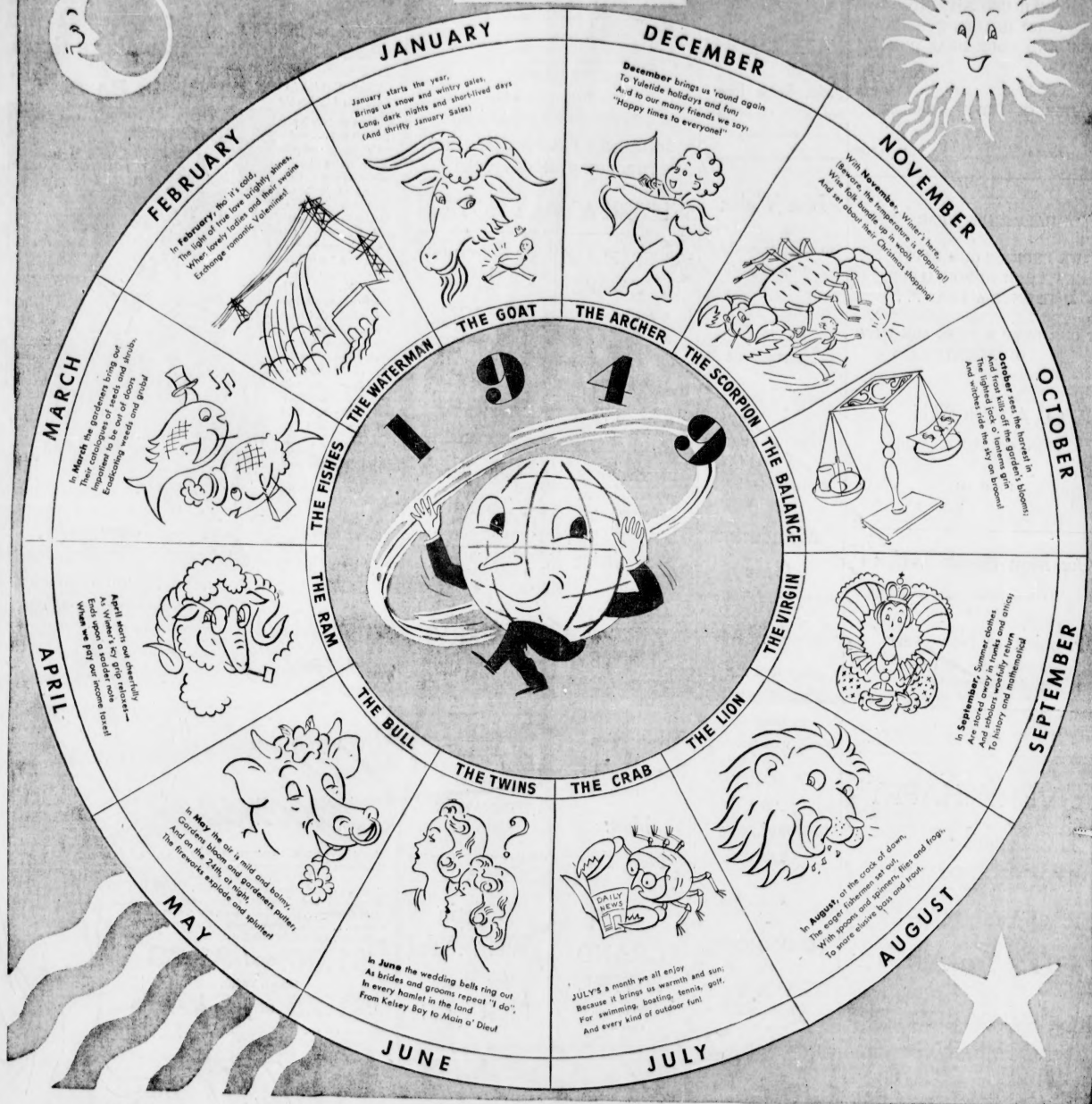
More and more people every year are finding it advisable to take a look around the
Notions Department every time they're out shopping. Because there they find
those little things which are so important to easy living but which people so often
forget to purchase.

NEEDLES—For sewing, darning, embroidery and knitting. PKG.	5c	COATS' COTTON THREAD— 20-yd. spools. Black and white. EACH	13c	SIMPLIFIED INSTRUCTIONS for making bound button holes. EACH	15c
THIMBLES—Plastic of as- sorted colors	2 for 5c	SHOULDER PADS—Rayon covered. White only. PAIR.	25c and 45c	BUTTON-MAKER KITS— Cover your own buttons with one of these kits. 7 1/2". EACH	\$2.25
HOOBS AND EYES—Black and white in assorted sizes. CARD	10c	LOOSE BUTTONS—Plastic and metal. EACH.	1c to 85c	REFILL KITS— EATON'S Notions Main Floor, East	\$2.95
DOME FASTENERS—Black and white. Assorted sizes. CARD	10c				\$3.25
RAYON SHEEN THREAD— Assorted colors. 80-yd. spools. EACH	7c				25c

T. EATON CO.
WESTERN LIMITED

See Back of This Page for
Other EATON Announcements

EATON'S



*May Good Luck dwell in every Sign
for you and yours in '49*

STORE CLOSED SATURDAY, NEW YEAR'S DAY — re-opens Monday, January 3rd, at 9:30 a.m.

T. EATON CO.
WESTERN LIMITED

See Back of This Page for Other EATON Announcements!